



## **An E-Update**

Prepared by Organizational Results  
Missouri Department of Transportation

**July 2008**

Volume 3, Issue 4

### **Partners Help MoDOT Fine Tune Its Messages**

On May 28, partners from across the state along with MoDOT staff identified the most important communication messages to effectively educate and inform the public about the importance of a quality transportation system. The group overwhelmingly agreed a safe transportation system should be the most important component of MoDOT's communication efforts. The impact that transportation has on economic development and quality of life were determined to be the next two significant ideas to communicate more effectively. The Partnering for Innovative Efficiencies meeting also proposed a list of several other important messages for MoDOT to communicate. Get the complete word from the current partnering newsletter. [Partnering Newsletter](#)

### **Economic Impact of Freight Investments Quantified**

Have you ever counted the cars on a freight train while you were stopped at a highway crossing? You probably got tired at around one hundred. Think about trying to count 8.1 million. That's the total number of carloads moved across the state each year according to a recently completed study by the Department of Economic Development for MoDOT. Those carloads had a total value of nearly \$20 billion and the rail industry employed more than 9,000 workers. The study also calculated the total economic impact of investing \$10 million on two new rail sidings at more than \$167 million over the next 20 years. Find all the facts and figures in the study's summary.

[Freight Investment Impact Study](#)

### **Drivers Surveyed on Flashing Yellow Arrow Signals**

With the state's first flashing yellow left-turn arrow signal recently installed, Organizational Results staff initiated a survey to determine how well area drivers understood how to respond. The study, conducted in Creve Coeur, Missouri in April, consisted of several questions accompanied by photos and with driving situations. Participants were asked the correct way to obey left-turn signals while proceeding through intersections. The results of the survey show that the driver understanding of the new signal lags behind traditional "left-turn yield on green" signing. More concerning was the tendency of respondents, who did not know the correct answer, to choose a potentially dangerous action. More than half of the time, respondents answered "GO" over "STOP" when they did not know the answer was "YIELD." Try taking the survey yourself. [Flashing Yellow Left-Turn Arrow Survey](#)

### **MoDOT Web Site Earns High Marks from External Review**

MoDOT's Web site has become a strategic communication tool. Citizens, transportation partners and employees access a wealth of information including real-time traffic updates and online business pages. The results of a recent survey conducted by an external web consultant indicate the MoDOT Web site contains well-written content and is easily navigated. You can link up with a summary of the full survey.

[MoDOT Web Site Survey Summary](#)

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## **MoDOT Tests Signs for Photo-Enforced Signals**

With the growth of photo-enforced signalized intersections on the state system, traffic engineers partnered with Organizational Results to determine if an experimental sign was communicating well with drivers. The University of Missouri-Kansas City conducted three surveys in Arnold, Missouri, the location of four photo-enforced signalized intersections. The results from 675 complete survey indicated the experimental sign has potential to improve traffic safety at signalized intersections. The experimental sign was more correctly identified by survey participants than the current signs (79.6 percent vs. 75.1 percent). Also, this study found that older drivers (age 65+) more correctly identified the meaning of the experimental sign compared to the current signs (75.8 percent vs. 62.5 percent). See what you think about the sign

[Evaluation of Experimental Traffic Sign Report](#)

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